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INFORMATION CALENDAR

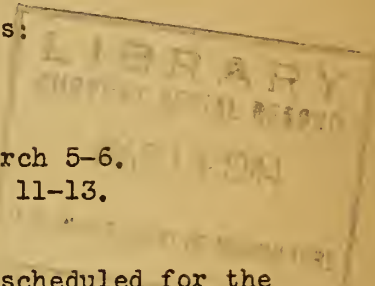
OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

February 12, 1944

No. 45

HERE'S THE WHEN AND WHERE on the FFFF meetings:

- New York - Hotel New Yorker, 9 a.m., Feb. 20-23.
- Atlanta, Ga. - Hotel Henry Grady, 10 a.m., Feb. 27-29.
- Chicago - Room 1507, 5 South Wabash Ave., 10 a.m., March 5-6.
- San Francisco - Claremont Hotel, Berkeley, 9:30 a.m., March 11-13.
- Dallas, Texas - 410 Wilson Building, 9:30 a.m., March 17.



SEPARATE MEETINGS for the press and radio people, originally scheduled for the afternoons of the first and second days, are now changed to morning and afternoon of the second day only.

IF YOU ARE NOT SURE what is your job in connection with "Grow More in '44 Week" activities, here is the national, state and county breakdown of responsibilities.

AAA is responsible for Far Production Goals, to provide AAA farmer-committeemen as speakers for local meetings and to furnish information on farm production; Extension Service is to handle the Crop Corps, provide CC leaders as speakers, and furnish information on farm labor recruitment; and Office of Civilian Defense is to handle Victory Gardens, provide VG leaders as speakers, furnish information on VG organization plans, and, with Extension, furnish information on "how to garden."

IN THE STATE, the State Extension Director should arrange a conference with AAA State Chairman and Chairman of OCD, to consider how the program should be handled in the state, and to arrange for distributing national and suitable state information to the local representatives of each agency. Extension Director would be expected to keep in touch with state heads of cooperating organizations to develop plans within the State.

IN THE COUNTY, County Extension Agents should arrange a conference with AAA County Chairmen and Chairmen of local Councils of Defense, to consider how the program should be carried out locally, and to arrange for speakers who may be invited to organization meetings. County agent will be clearing house for speakers. Fact sheet and other informational material will be prepared for distribution to organizations and agencies.

YOU'LL WANT TO READ THESE press releases: "A Guide to 1944 Farm Conservation Practices," USDA

- 1639-44. ... "WFA Announces Allocations of Evaporated, Condensed Milk," USDA
- 1605-44. ... "More Fertilizer for Pasture and Forage Crops," USDA 1616-44. ...
- "U. S. Civilians to Get More Frozen Vegetables," USDA 1618-44. ... "1944 Rice Allocations," USDA 1611-44. ... "February Oilmeal Allocations to Feed Trade," USDA 1629-44. "Farm Sales of Pork Continued to March 17," USDA 1606-44. ...
- "Butter Industry Advisory Committee Meets," USDA 1643-44. "WFA Announces Allocations of Dried Milk," USDA 1638-44.

OPA , WITH THE COOPERATION of the U. S. Office of Education, is assisting schools and colleges with programs of education on rationing and price control. The school program will feature the use of ration tokens and community ceiling price lists. An information leaflet for schools and colleges, "How to Shop with Ration Tokens," is being distributed by OPA regional and district representatives, by State Departments of Education, and by schools.

TWO LEAFLETS ON PRICES -- "How You Can Know Ceiling Prices" and "How to Use OPA Dollars-and-Cents Ceiling Price Lists" -- are in the mill, the first being distributed now by OPA regional and district representatives, State Departments of Education, and by schools, and the second to go out during March through the same channels.

SPEAKING BEFORE A JOINT MEETING of the Labor Advisory and Inter-Agency committees in Washington, Lee Marshall, Director of Distribution, WFA, predicted early achievement of the goal to feed at least 60% of the nation's 20 million industrial workers on-the-job this year.

WFA'S OFFICE OF DISTRIBUTION is surveying plants at the request of management and is making recommendations for the most practical types of food service. Already plants employing more than 2 million workers have been surveyed since the beginning of the year.

RECOMMENDATIONS, plans, equipment lists and menu suggestions have been developed for different types of installations such as cafeterias, canteens, lunch stands and packed lunch services necessary to meet the needs of plants of different sizes and types of industries. These recommended standards will be made available for use throughout the country. (USDA 1632-44.)

CIVILIANS CONSUMED 5 TO 7 PERCENT more food in 1943 than in the pre-war period 1935-39, and only about 2 percent less than in 1942, despite huge war requirements, according to preliminary estimates.

FOOD PRODUCTION IN 1944 is expected to be somewhat above the record reached in 1943 if yields are normal. However, both military and lend-lease requirements will be larger in 1944 than in 1943 and European relief shipments may become a more important factor than in the past. It appears that the total food supply for civilians is not likely to exceed that of 1943 and may even be somewhat smaller.

FROM A NUTRITIONAL point of view, the civilian diet in 1943 was superior to the pre-war diet in 1935-39 and with few exceptions, the per capita consumption of the major nutrients -- calories, proteins, vitamins, and minerals -- was as large as in 1942. (For details see "The National Food Situation," BAE, January 1944.)

THREE OUT OF FIVE charts prepared by OPA showing effects of its controls on the cost of living, deal with retail food prices -- one with meat, fish and poultry; a second with fresh fruits and vegetables; and a third with canned fruits and vegetables. The fourth in the series is devoted exclusively to rent control, and the fifth covers the general cost of living.

THE GRAPHS demonstrate how price increases have been checked as OPA found improved forms of control and how rents have been stabilized at lower levels after an inflationary rise that reached its peak some time after Pearl Harbor. Government statistics on which the charts were based establish that the cost of living rose only 3-1/2 percent in 1943 as against 10 percent in 1941 and 9 percent in 1942. They reveal further that almost all of the 1943 increase occurred in the first four months of that year.

*** NATIONAL FARM AND HOME HOUR ***

MONDAY - Feb. 14 - H. L. Shrader, Extension Poultry Specialist, "Looking Over the Culling Program," and Dr. William C. Ockey, Chief of Commodity Credit Requirements Division, "Seasonally Abundant Foods."

TUESDAY - Feb. 15 - Ruth Van Deman and Ruth O'Brien, Chief of Textiles Division, BHN&HE, "War Changes Fabrics," and C. D. Lowe, BAI, "Control of Livestock Diseases Means More Meat."

WEDNESDAY - Feb. 16 - Marvin Jones, War Food Administrator, "Production and Marketing of Beef Cattle in 1944."

THURSDAY - Feb. 17 - Post-War Agriculture #11, R. W. (Pete) Hudgens, Associate Administrator, FSA, "Future of the Family Farm."

FRIDAY - Feb. 18 - Victory Gardens #3, Ernest Moore and "Duke" DuMars, "Backyard or Community Garden, or Both?"

CONSUMER TIME

WITH THE GOVERNMENT calling for 22 million Victory Gardens this year and not less than 10 million tons of food from them, Consumer Time next week will present Ernest Moore, leader of the USDA Victory Garden Program. He will give practical, expert help designed to get the amateur gardener off on a start that will produce worthwhile crops. That's for Saturday, Feb. 19, at 12:15 EWT, NBC.

TEMPORARY ABUNDANCES

Here is the list this week of really abundant foods over most of the country:

*Potatoes

Citrus Fruits - Particularly grapefruit and smaller oranges

Canned Green and Waxed Beans - Ration free

*Early New Cabbage

Frozen Vegetables - All ration free except peas, corn and lima beans, which should not be pushed

Fresh shell Eggs

Variety Cuts of Pork

Frozen Baked Beans

Peanut Butter

Citrus Marmalade

Not quite so plentiful, or limited to certain regions, are:

Sweet Potatoes - Good supply in south and southwest

Canned Green Soy Beans - Plentiful in southwest markets

Fresh Pork - Continued abundant supplies at all but points far away from packing plants.

* - Items deserving active promotion if abundant locally.

CLEAN PLATES CUT FOOD WASTE according to a report received from the Municipal Refuse

Collection and Disposal Department of Kansas City, Missouri. In comparing garbage collection figures for the last six months for each of the three years, 1941, 1942, and 1943, the amount of garbage has substantially decreased despite an increase of 50,000 in population.

THE REDUCTION in food waste in 1942 over 1941 is attributed primarily to rationing, but the further reduction in 1943 over 1942 was caused by the conservation of food by housewives, chefs, etc., and the educational program called the "Clean Plate Campaign," according to this report.

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Figure 1

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